ECONOMIC DEVELOPMENT ADVISORY COUNCIL MINUTES March 7, 2014

The meeting convened at 7:30 a.m., at City Council Chambers, 37 Green Street, Concord, NH.

PRESENT: Tim Bernier, Robert Carey, Christopher Carley, Councilor Byron Champlin, Walter Chapin,

Stephen Heavener, Brad Hosmer, John Hoyt, Councilor Fred Keach, Councilor Brent Todd, and Claudia

Walker

ABSENT: Councilor Allen Bennett, Councilor Jan McClure, and Bill Norton

STAFF: Matt Walsh, Director of Redevelopment, Downtown Services, and Special Projects

Donna Muir, Administrative Assistant

1. December 6, 2013 and January 10, 2014 Meeting Minutes Approval

Mr. Carley asked that the minutes for December 6, 2013 be reviewed for approval at this time. Councilor Champlin moved to approve the minutes as submitted and Mr. Hosmer seconded the motion. Motion carried unanimously.

Mr. Carley asked that the minutes for January 10, 2014 be reviewed for approval at this time. Mr. Carey moved to approve the minutes as submitted and Mr. Bernier seconded the motion. Motion carried unanimously.

2. Concord's Economic Forecast

Mr. Carley introduced Steve Norton, Executive Director of the NH Center for Public Policy Studies. Mr. Norton provided the history of the Center, as well as a brief overview of the Center's work and constituency.

Mr. Norton displayed a PowerPoint presentation entitled, "NH Economic Indicators – Where to Next?" The presentation showed economic and demographic trends for the state of NH, as well as the rest of the nation. A discussion ensued among members of EDAC of how this information could be used to inform the City's economic development strategies.

3. Referral From Councilor Herschlag – Advertising Partnerships with the City

Mr. Walsh reviewed the referral from Councilor Herschlag, which requests the City, through its Economic Development Advisory Council, discuss the possibility of an advertising partnership between the City and local developers in the *New England Real Estate Journal*. Mr. Walsh distributed samples of the publication, as well as copies of a two-page advertising spread, purchased by the City, which ran in 2009.

Discussion ensued about the City's marketing efforts. Mr. Walsh noted that at one time, the City had a budget of \$25,000 for such efforts. However, the City has had no such budget for at least 13 years.

The consensus of the EDAC members is there needs to be a larger conversation about economic development marketing and branding strategies, and that advertising within the *New England Real Estate Journal* would likely not be successful as a standalone effort. It was also noted that the *New England Real Estate Journal*'s target audience is developers and commercial real estate brokers, not entrepreneurs or corporate executives.

Mr. Carley thanked Tim Bernier for hosting the EDAC meeting.

The meeting adjourned at 8:50 a.m.

Respectfully submitted, Donna Muir